

KVK Samba Celebrated World Milk Day 2021



Krishi Vigyan Kendra, Samba celebrated “World Milk Day 2021” today through a webinar under the leadership of Professor, J. P. Sharma, Vice Chancellor, SKUAST-Jammu and aegis of Directorate of Extension, SKUAST-J. More than 75 farmers from different villages of district Samba were actively participated in the webinar.

Professor, J. P. Sharma, Vice Chancellor, SKUAST-Jammu, Chief Guest of the programme has discussed in details about the importance of “World Milk Day 2021” and Livestock farming for doubling the farmer’s income. The focus of his discussion was on increasing the production and productivity of milk and its by-products. He also highlighted that packaging and marketing is playing a greater role in marketing of milk.

Professor, S. K. Gupta, Director Extension, SKUAST-Jammu has discussed about composition of cow milk. He stated that milk play an important role in diet of children, old people and infants. He was also given direction to KVK Samba for providing extension facility to livestock farmers.

Dr. Vinod Gupta, Senior Scientist and Head, KVK Samba stressed upon the importance of livestock farming in increasing the productivity of milk. He also briefed that how the cattle farming can play important role in doubling the farmer’s income by adopting different means like value addition, marketing of milk. He also highlighted the initiatives taken by KVK Samba in promotion of livestock farming.

Initially the program was started by Dr. Suraj Amrutkar, Scientist, Animal Science of KVK Samba with warm welcome of Guest and participants. He also said that there is need of formation FPO (Farmer producer Organization) at Samba district to overcome the marketing problems.

Dr. Biswajit Bramha, Associate Professor, FVSc & AH, R.S.Pura, delivered an expert lecture on Livestock Production and Management. He was also given several tips to farmers to

raise the milk production by providing balance ration and good management. He also stressed upon the importance of Insemination and breeding of animal. He was also interacting with farmers.

The programme was also attended by veterinary experts such as Dr. Sunil, Professor and Head, LPT and Dr. A. K. Pathak, Associate Professor, Animal Nutrition, Dr. Jaswinder Sudan, Professor and Head, TVCC and other officers of KVK Samba.

The webinar was ended by vote of thanks by Dr. Suraj Amrutkar.